



# Calendar Year by Month

## San Diego County Visitor Industry Performance 2018

Select Year  
2018

Select Month  
December

### Visitor Volume

		2018												Grand Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Day	Day Vis (Exc Mex)	638K	722K	1,190K	1,200K	1,134K	1,215K	2,114K	1,547K	993K	971K	804K	1,022K	13,550K
	Mexican Day Vis	369K	312K	431K	343K	367K	332K	348K	359K	290K	323K	373K	379K	4,226K
	<b>Total</b>	<b>1,007K</b>	<b>1,034K</b>	<b>1,621K</b>	<b>1,543K</b>	<b>1,501K</b>	<b>1,547K</b>	<b>2,462K</b>	<b>1,906K</b>	<b>1,283K</b>	<b>1,294K</b>	<b>1,177K</b>	<b>1,401K</b>	<b>17,776K</b>
Overnight	Hotel/Motel	685K	724K	928K	849K	836K	1,049K	1,054K	940K	828K	853K	775K	715K	10,236K
	Household	619K	432K	375K	465K	484K	518K	856K	672K	444K	423K	673K	749K	6,710K
	Other Overnight	81K	66K	73K	84K	87K	94K	113K	111K	83K	79K	92K	89K	1,052K
	<b>Total</b>	<b>1,385K</b>	<b>1,222K</b>	<b>1,376K</b>	<b>1,398K</b>	<b>1,407K</b>	<b>1,661K</b>	<b>2,023K</b>	<b>1,723K</b>	<b>1,355K</b>	<b>1,355K</b>	<b>1,540K</b>	<b>1,553K</b>	<b>17,998K</b>
<b>Grand Total</b>		<b>2,392K</b>	<b>2,256K</b>	<b>2,997K</b>	<b>2,941K</b>	<b>2,908K</b>	<b>3,208K</b>	<b>4,485K</b>	<b>3,629K</b>	<b>2,638K</b>	<b>2,649K</b>	<b>2,717K</b>	<b>2,954K</b>	<b>35,774K</b>

### Visitor Spending

Visitor Spending	\$783M	\$790M	\$913M	\$942M	\$956M	\$1,075M	\$1,349M	\$1,089M	\$893M	\$913M	\$804M	\$983M	\$11,490M
Total Regional Impact	\$1,292M	\$1,304M	\$1,506M	\$1,554M	\$1,578M	\$1,774M	\$2,225M	\$1,798M	\$1,474M	\$1,506M	\$1,327M	\$1,622M	\$18,959M

### Attendance - Attractions / Arts and Museums

Arts and Museums	314,848	297,727	319,753	306,358	283,326	304,465	383,235	366,104	282,223	288,940	247,386	356,355	3,751K
Attraction	931,115	957,602	1,339,874	1,390,463	1,217,349	1,652,445	2,037,026	1,642,006	1,062,806	1,165,115	982,305	1,145,533	15,524K

### Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	853,056	824,882	995,857	983,494	1,037,774	1,109,873	1,176,782	1,134,452	960,141	1,032,545	1,018,392	974,663	12,102K
Cross Border Xpress Northbou..	121,480	80,726	98,157	91,655	90,291	93,213	133,674	104,292	84,275	90,581	118,745	142,322	1,249K
Border Crossings	4,448,860	4,039,418	4,598,319	4,305,884	4,027,901	4,543,070	4,806,552	4,771,006	4,551,617	4,362,249	4,213,472	4,482,878	53,151K
Traffic I-5 South	2,046,617	1,926,003	2,197,798	2,184,988	2,159,891	2,242,282	2,355,375	2,321,845	2,163,633	2,137,982	2,110,601	2,167,264	26,014K
Traffic I-15 South	2,100,387	2,003,927	2,255,851	2,225,541	2,222,172	2,262,798	2,333,886	2,351,803	2,191,328	2,234,048	2,136,649	2,116,006	26,434K
Traffic I-8 West	1,091,218	1,023,948	1,167,963	1,142,938	1,149,190	1,159,111	1,174,997	1,100,362	1,115,606	1,163,325	1,111,350	1,100,445	13,500K

### San Diego Convention Center Corporation - Primary Conventions Only

Number of Conventions	2	6	7	7	12	8	4	5	4	6	3	4	68
SDCC Attendance	9,600	51,626	38,505	33,347	40,108	100,106	160,794	23,296	26,066	42,255	44,112	41,033	610,848
SDCC Contracted Room Nights	23,737	62,946	38,595	71,135	53,611	83,228	102,918	46,439	47,808	83,256	71,459	106,284	791,416
Attendee Spending	\$15.6M	\$77.9M	\$57.5M	\$53.1M	\$50.4M	\$53.7M	\$138.5M	\$32.6M	\$41.7M	\$66.2M	\$76.3M	\$69.9M	\$733.4M



# Calendar Year 2018 Monthly YOY Growth

Select Year  
2018

Select Month  
December

## Visitor Volume

		2018												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Day	Day Vis (Exc Mex)	19.7%	28.0%	8.2%	-8.0%	7.0%	7.9%	-2.1%	-1.3%	9.4%	2.5%	7.1%	-2.4%	3.7%
	Mexican Day Vis	5.4%	4.3%	12.8%	-8.8%	8.9%	4.4%	-4.7%	2.0%	-14.5%	-9.5%	-9.2%	-6.0%	-1.5%
	Total	14.0%	19.8%	9.4%	-8.2%	7.4%	7.1%	-2.5%	-0.7%	2.9%	-0.8%	1.3%	-3.4%	2.4%
Overnight	Hotel/Motel	3.0%	5.7%	1.4%	0.0%	2.3%	1.0%	0.4%	2.3%	1.2%	5.2%	4.6%	6.2%	2.5%
	Household	7.1%	7.7%	1.1%	-0.6%	4.5%	1.2%	-2.5%	-1.2%	0.2%	-0.7%	2.6%	-2.1%	1.0%
	Other Overnight	3.8%	4.8%	4.3%	-3.4%	4.8%	5.6%	4.6%	0.9%	2.5%	2.6%	5.7%	6.0%	3.4%
	Total	4.8%	6.4%	1.5%	-0.4%	3.2%	1.3%	-0.6%	0.8%	1.0%	3.1%	3.8%	2.0%	2.0%
Grand Total		8.5%	12.1%	5.6%	-4.7%	5.4%	4.0%	-1.7%	0.0%	1.9%	1.2%	2.7%	-0.6%	2.2%

## Visitor Spending

Total Visitor Spending	4.4%	11.2%	1.4%	0.9%	6.5%	5.2%	3.6%	6.1%	4.9%	7.6%	10.2%	14.8%	6.1%
Total Regional Impact	4.4%	11.2%	1.4%	0.9%	6.5%	5.2%	3.6%	6.1%	4.9%	7.6%	10.2%	14.8%	6.1%

## Attractions / Arts and Museums Attendance

Arts and Museums	15.0%	0.6%	-7.3%	-2.9%	-8.2%	-8.1%	-15.4%	-10.4%	-1.3%	-0.8%	-10.4%	-22.6%	-7.3%
Attraction	21.3%	25.1%	8.2%	-2.7%	13.3%	15.0%	1.0%	2.9%	8.4%	6.1%	8.8%	-6.2%	6.8%

## Traffic Volume (Includes Visitors and Residents)

SAN Airport Arrivals	12.7%	15.2%	13.4%	11.2%	10.4%	10.4%	8.5%	8.2%	4.0%	6.4%	8.7%	5.6%	9.3%
Border Crossings	11.6%	12.3%	8.4%	0.0%	1.5%	5.5%	2.1%	3.3%	8.9%	-4.0%	-1.2%	3.2%	4.1%
Cross Border Xpress Northbound	16.5%	25.5%	34.9%	8.2%	16.9%	12.0%	4.9%	4.9%	14.8%	14.0%	28.9%	31.4%	17.1%
Traffic I-5 South	-20.6%	-23.7%	-21.9%	-18.7%	-22.8%	-17.6%	-15.1%	-13.9%	1.9%	-0.5%	-0.5%	1.8%	-13.6%
Traffic I-15 South	0.7%	9.1%	16.7%	13.4%	8.1%	11.1%	7.0%	-16.2%	11.3%	-0.2%	-0.5%	-1.7%	4.0%
Traffic I-8 West	2.6%	10.3%	-0.9%	2.3%	-1.7%	0.7%	0.8%	-4.7%	0.2%	1.0%	0.3%	-2.1%	0.6%

## San Diego Convention Center - Primary Conventions Only

# of Conventions YOY Difference	-4	-2	2	1	6	1	2	-1	1	0	0	1	7
Attendance YOY Growth	-62.4%	30.4%	-6.2%	7.8%	49.7%	16.3%	5.1%	-34.2%	-17.9%	2.7%	66.0%	446.7%	12.0%
Contracted RN YOY Growth	-48.9%	22.2%	-60.4%	49.8%	-9.2%	-22.7%	21.3%	5.0%	-18.3%	-8.0%	7.0%	567.9%	2.7%
Attendees Spending YOY Growth	-53.6%	66.2%	-5.8%	11.5%	26.3%	-31.2%	14.0%	-37.1%	-18.7%	7.8%	63.0%	539.8%	12.7%

### Notes and Sources:

*Visitors and Spending* estimates based on Visitor Activity Model, Visitor Profile Study and Economic *Impact* Studies - CIC Research.

*Attraction Attendance* -total attendance figures from seven San Diego attractions - Sea World, San Diego Zoo, Wild Animal Park, LEGOLAND California, Sea Life Aquarium, Cabrillo National Monument, and Midway Aircraft Carrier.

*Arts/Museum Attendance* equals total attendance figures from twenty-four cultural institutions, the majority being in Balboa Park.

*Airport Arrivals* are all passenger arrivals at the San Diego International Airport, San Diego Regional Airport Authority. *Cross Border Xpress* is all northbound use of the bridge via TIJ Rodriguez Airport. *Amtrak Arrivals* are all south-bound passengers into San Diego County.

*Border Crossings* - Estimated number of people crossing the border at San Ysidro, Otay Mesa, and Tecate- Department of Homeland Security. Also Banco de Mexico data.

Highways used: I-5 South, I-15 South and I-8 West

*Convention Center Numbers* provided by The San Diego Convention Center Corporation which is responsible for managing and operating the Convention Center.

Compiled by SAN DIEGO TOURISM AUTHORITY, PLANNING AND RESEARCH - If you have questions, please contact Susan Bruinzeel at 619-557-2824 or sbruinzeel@sandiego.org



**Hotel Sector Actuals**  
Source: STR

Select Year  
2018

Select Month  
December

**Hotel Actuals by Month**

		2018												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego, CA	% Occupancy	67.1%	80.0%	83.5%	79.2%	77.7%	86.4%	89.0%	84.9%	77.6%	79.0%	73.5%	67.0%	78.7%
	ADR	\$140.13	\$160.68	\$159.82	\$160.45	\$161.08	\$176.08	\$208.58	\$182.91	\$164.39	\$165.33	\$156.61	\$143.56	\$166.30
	RevPAR	\$94.07	\$128.60	\$133.52	\$127.14	\$125.08	\$152.10	\$185.55	\$155.34	\$127.62	\$130.54	\$115.17	\$96.17	\$130.93
	Room Nights Available	1.91M	1.72M	1.91M	1.86M	1.92M	1.86M	1.92M	1.93M	1.86M	1.93M	1.87M	1.93M	22.60M
	Room Night Demand	1.28M	1.38M	1.60M	1.47M	1.49M	1.60M	1.71M	1.64M	1.45M	1.52M	1.37M	1.30M	17.80M
San Diego City Properties	% Occupancy	69.8%	82.7%	85.1%	81.6%	79.8%	87.2%	89.5%	86.9%	80.7%	81.9%	75.6%	68.7%	80.8%
	ADR	\$146.34	\$172.08	\$167.23	\$167.55	\$169.37	\$180.68	\$212.61	\$185.62	\$172.92	\$176.70	\$165.38	\$149.16	\$173.26
	RevPAR	\$102.22	\$142.26	\$142.25	\$136.76	\$135.14	\$157.49	\$190.27	\$161.35	\$139.62	\$144.80	\$125.09	\$102.50	\$139.95
	Room Nights Available	1.28M	1.16M	1.28M	1.24M	1.28M	1.25M	1.29M	1.29M	1.25M	1.29M	1.25M	1.30M	15.17M
	Room Night Demand	0.90M	0.96M	1.09M	1.01M	1.02M	1.09M	1.15M	1.12M	1.01M	1.06M	0.95M	0.89M	12.25M

**Hotel Sector - YOY Growth**

**Hotel YOY Growth by Month**

		2018												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
San Diego, CA	Occupancy %YOY	0.4%	5.1%	0.6%	-1.3%	2.9%	1.6%	0.3%	2.9%	-0.4%	3.6%	4.3%	5.0%	2.0%
	ADR %YOY	-1.5%	5.7%	-2.0%	3.2%	4.1%	2.6%	3.6%	4.4%	3.7%	5.4%	6.4%	13.2%	3.7%
	RevPar %YOY	-1.1%	11.1%	-1.5%	1.9%	7.2%	4.2%	3.9%	7.4%	3.3%	9.2%	11.0%	18.9%	5.8%
	Room Nights Available	1.0%	1.0%	0.9%	1.4%	1.2%	0.8%	0.7%	1.1%	1.1%	0.9%	1.1%	1.3%	1.0%
	Room Nights Demand	1.5%	6.1%	1.5%	0.0%	4.2%	2.4%	1.0%	4.0%	0.6%	4.5%	5.4%	6.3%	3.0%
San Diego City Properties	Occupancy %YOY	0.8%	4.4%	0.5%	0.0%	3.4%	0.3%	-0.3%	2.5%	0.1%	4.0%	4.9%	7.1%	2.1%
	ADR %YOY	-3.6%	5.9%	-3.5%	2.9%	4.8%	0.6%	3.1%	4.0%	4.4%	5.7%	8.3%	17.1%	3.5%
	RevPar %YOY	-2.9%	10.6%	-3.0%	3.0%	8.3%	0.9%	2.8%	6.6%	4.5%	10.0%	13.6%	25.4%	5.7%
	Room Nights Available	2.6%	3.0%	3.0%	0.4%	0.4%	0.0%	0.2%	0.5%	0.5%	0.5%	0.8%	0.8%	1.0%
	Room Nights Demand	3.5%	7.6%	3.5%	0.4%	3.8%	0.3%	-0.1%	3.0%	0.6%	4.6%	5.8%	8.0%	3.2%